# 💎 Bobby Diamond
## Product Designer

hardcorebobbyd@me.com

+52 (1) 55 5460 4798

💼 hardcorebobbyd.github.io

🇲🇽 México

## EXPERIENCE

### Senior Product Designer
Formative | EdTech SaaS - Contractor

Jun 2024 to present - US-based company (remote)

- Collaborated on projects leveraging AI-driven features, contributing design input to initiatives that enhanced user engagement and product intelligence.
- Initiated and led a micro-animations project, introducing gamification elements that became a foundation for wider adoption of animations throughout the product ecosystem.
- Built and validated functional mockups using tools like Cursor, ensuring smooth handoff from design to production.
- Contributed to the evolution of the Design System 2.0, helping refine UI components and design guidelines to improve scalability and consistency across the platform.

### Senior Product Designer
Zoomforth | SaaS - websites building web app

Jun 2022 to Nov 2023 - 1 yr 6 mos, US based company (remote)

- Led and improved the PD team defining each step of the design process.
- Gave direction to Jr. Product Designers
- Updated the design system with help of the design and development team.
- Researched, designed, reviewed and delivered several features. Most of them as an individual contributor and guiding other designers in their process.
- Updated an existing design system.

### Senior Product Designer
Kabcash | Fintech - BNPL  mobile app - Contractor

Oct 2021 to Jun 2022 - 9 mos, US based company (remote)

- Led a major product iteration that changed the product goal by 100%.
- Prioritized Product Roadmap leveraging stakeholders needs and priorities.
- Conducted research to improve new features.
- Integrated the end-to-end product design process into a cross-functional team.
- Managed and maintained the design system.

### Senior Product Designer
Swap | Fintech - P2P payments mobile and B2B desktop app

Mar 2019 to Oct 2021 - 2 yr 8 mos, Mexico (remote)

- Integrated the end-to-end product design process into a cross-functional team.
- Defined the design system from a UI library.
- Delivered several complex features such as: in app chat with payments features, native iOS keyboard.
- Prioritized Product Roadmap leveraging stakeholders needs and priorities.
- Led the delivery of CNBV compliance needs as a PM, prioritizing the backlog while implemented several improvements to major user flows.
- Led the KYC definition and implementation process minimizing fraud by 90%.

## FREELANCES

### Tipsteros
Sports predictions mobile app

2021 - Mexico

- Sport bets predictions app.
- Led from idea to mobile stores publishing.

### Shelf
Book Community mobile app

2022 - US based client

- Led UI from scratch
- Improved UX
- Successfully delivered +60 screens for 35 flows.

### Bit It Rain
Crypto to cash web app

2018 - Mexico

- Led from idea to web app publishing.
- Crypto web app that received ~$500K MXN yearly in transactions.

### Dish
Mexican Internet Provider

2021 - Mexico

- Led the UX redesign of the overall website (user and business facing).

## Industry Knowledge

+8 years of experience as PD

Full ownership

Autonomous work

Product strategy collaboration

Triad collaboration (PM, PD & Tech)

Critical Thinking

Collaborative work

Problem Discovery

User Interface (UI)

User Experience (UX)

Wireframing

Prototyping

## Tools & Technologies

Figma, Figma Make, Cursor, UX Cam, Hotjar, Google Analytics, Amplitude, Jira

## Other Skills

HTML, CSS, JS, jQuery, advertising (art direction), branding, visual design

## Languages

Spanish (native)

English (C2 - proficiency)

## Social

www.linkedin.com/in/hardcorebobbyd

## Education

Bootcamp in Front & Back End Dev.F.

2015 - Mexico

Portfolio Program in Art Direction @ Miami Ad School

2012 to 2014 - Mexico and Germany

Bachelor's in Communication CUC

2008 to 2011 - Mexico